



REPLY TO
ATTENTION OF:

DEPARTMENT OF THE ARMY
INSTALLATION MANAGEMENT AGENCY
HEADQUARTERS, UNITED STATES ARMY AREA III SUPPORT ACTIVITY
UNIT # 15716
APO AP 96271-5716

IMKO-AC-PAO

01 JAN 2006

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: United States Army Area III Support Activity Policy Memorandum # 34, Public Affairs Responsibilities During Crisis Situations Within Area III

1. This policy supersedes United States Army Support Activity Area III Policy Memo #34, Public Affairs Responsibilities During Crisis Situations Within Area III, 17 July 2002.
2. This memorandum provides Public Affairs procedures for planning, managing, and responding to crisis situations to include natural disasters, on-post disturbances, civil disturbances, accidents and serious incidents on and off-post. It does not provide detailed instructions for every case that may develop. Instead, it furnishes guidelines for positive actions to protect classified information, the privacy of Army personnel, and the right of the public to be rapidly and accurately informed about Army mishaps.
3. This memorandum serves as a guideline for all personnel involved with the accident or incident and requires full cooperation from all personnel.
4. It is extremely important that accurate information is released to the public as soon as possible after an accident/incident. Such action demonstrates Army concern for the public and its right to unclassified facts. But even more importantly, the speedy release of information prevents or dispels rumors that could cause panic or promote misinformation in media reports.
5. During a crisis situation the following procedures should be followed:
 - a. The Area III Public Affairs Officer (PAO) must be notified immediately using the emergency phone numbers available at the Camp Humphreys Operations Center (CHOC).
 - b. The PAO is a primary member of the Crisis Action Team (CAT) and will report to the IOC immediately upon activation of the CAT and notification from the CHOC.
 - c. If the crisis is on the installation the PAO will remain with the CAC until he/she is requested to come to the incident/accident scene by the on-site commander.
 - d. Because media often arrive at off-post incidents before the Immediate Response Force (IRF), the PAO must be included in the IRF. The PAO must be prepared to aid in safeguarding classified information from the media within legal and policy bounds.

e. It is the PAO's responsibility to notify IMA KORO, USFK and Eighth Army PAO that a crisis situation exists.

f. Once it is established that a crisis situation has occurred, the PAO will alert his/her staff and assemble the Public Affairs Operations Center (PAOC) in building T251.

6. The following guidelines set public affairs procedures during a crisis situation (to include environmental contamination, spills, etc.) in Area III:

a. The Area III PAO does not have direct release authority to the media. The Area III PAO is required to make an initial release to IMA KORO, USFK and Eighth Army PAO within one hour of the incident. The PAO is part of the Commander's IRF and CAT and will be afforded all information relevant to the incident. The on-site commander or his/her representative will provide information for the release to include:

- (1) Nature of crisis
- (2) Description of events
- (3) Location coordinates and description
- (4) What the entry control point coordinates are
- (5) What facilities are involved and how they were affected
- (6) Who was involved (personnel, if so what is their status)
- (7) What was involved (equipment, i.e. aircraft, vehicle, etc.)
- (8) When it happened (exact time of incident)
- (9) Where it happened (exact location of incident)
- (10) If possible, why it happened (do not speculate)

b. The PAO will draft an initial release for the Installation Commander's review and concurrence. When the Commander concurs the PAO will release the information to IMA KORO, USFK and Eighth Army PAO.

c. After the initial release of information, the PAO must decide what follow-up actions to take. The PAO will position available public affairs staff where accurate information can be rapidly gathered, coordinated, and released.

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d. If the incident occurs off the installation in an area accessible to the media, a public affairs representative must arrive at the site at the same time as the IRF.

e. Regardless of location, communication must be established at once between the on-scene public affairs representative and those at the installation. This will facilitate the staff's ability to coordinate information for release in a timely manner.

f. News/public queries received on-scene should be directed to the on-scene PA representative. Should unescorted news media arrive at the scene, they will be directed to the on-scene PA representative.

g. If the incident is such that more manpower is required to act as media escorts, augmentees may be assigned to this duty at the Commander's discretion.

h. All non-public affairs personnel will report to Building T251 for guidance and procedures from the PAO or his/her representative.

i. Public Affairs will (at the request of the Safety Officer, on-site Commander or Installation Commander) provide photo support. Photographer will take direction from the on-site Commander or his/her representative.

j. The authority of public affairs personnel, on-scene commanders, accident boards and security police is limited in dealing with news media, particularly at an accident site outside a military installation.

k. The senior Army representative at the scene must find out, as soon as possible, if there is any identifiable classified or sensitive information present. If none is exposed or if it has been covered or removed, the senior Army representative may authorize news media photography through the PAO.

l. If the senior Army representative has not authorized photography and they are taken anyway, Army officials must ask civilian law enforcement officials to stop further photography of exposed sensitive information and collect all photographs (including exposed and unprocessed film).

m. If the situation is a major incident that will draw local, national and international media attention, a media operations center will be made available to accommodate the media.

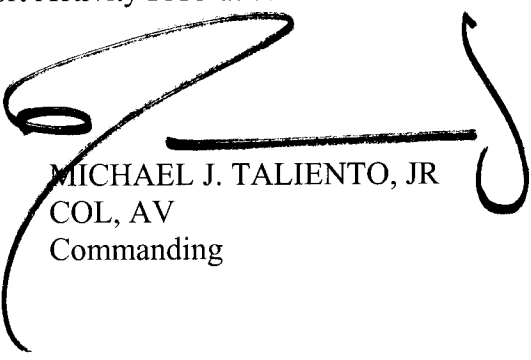
n. The media center should be located as far away from the accident/incident scene as possible.

o. Appropriate agencies must be notified to activate necessary telephone lines and electrical utilities in the media center.

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7. The Area III Community Relations Officer will provide on-the-spot translation services to assist the on-scene Commander and other IRF members as required.
8. The point of contact is the Area III Support Activity PAO at 753-8598.



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